

## AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for processing customer service inquiries, the method comprising:

under control of instructions that are executed by one or more computing devices:

obtaining a customer service inquiry from a client, the client associated with an electronic mail reply address;

calculating an estimate of time of transmission to the client of a responsive communication that corresponds to the customer service inquiry, wherein the estimate is calculated based on selected criteria that include a processing priority assigned to the client;

providing the estimate of time of transmission to the client;

generating [[a]] the responsive communication corresponding to the customer service inquiry from the client, wherein the responsive communication includes one or more information components corresponding to a response from a customer service agent and an embedded unresolved customer service feedback link, ~~wherein the embedded unresolved customer service feedback link is associated with an expiration date when the unresolved customer service feedback link will expire;~~

transmitting the responsive communication to the client at the electronic mail reply address associated with the client;

obtaining a user selection of the embedded unresolved customer service feedback link; and

generating an escalated customer service query in response to the selection of the embedded unresolved customer service feedback link.

2. (Original) The method as recited in Claim 1, wherein obtaining a customer service inquiry includes:

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>TM</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

generating a customer service Web page including one or more fields for completing a customer service inquiry;

obtaining user input to the one or more fields of the customer service Web page; and

generating the customer service inquiry from the user input.

3. (Withdrawn) The method as recited in Claim 1, wherein obtaining a customer service inquiry includes obtaining an electronic mail message corresponding to a customer service inquiry.

4. (Original) The method as recited in Claim 1, wherein the escalated customer service query includes a Web page including one or more fields for obtaining additional client information.

5. (Canceled)

6. (Currently amended) The method as recited in Claim ~~[[5]]~~ 1, wherein generating ~~[[an]]~~ the estimate of the completion time of transmission of a responsive communication further includes:

determining a size of a customer service inquiry queue;

obtaining an estimated rate of processing customer service inquiries;

calculating ~~[[an]]~~ the estimate ~~[[from]]~~ of time of transmission by dividing the size of the customer service inquiry queue by the estimated rate of processing customer service inquiries.

7. (Currently amended) The method as recited in Claim ~~[[5]]~~ 1, wherein at least ~~[[of]]~~ a subset of clients are associated with ~~[[a]]~~ the processing priority, the processing priority guaranteeing a responsive communication within a threshold time, and wherein generating ~~[[an]]~~ the estimate of the completion time of transmission of a responsive communication includes:

determining whether the client is associated with ~~[[a]]~~ the processing priority; and  
if the client is associated with ~~[[a]]~~ the processing priority, providing the threshold time  
as the estimate of ~~the completion~~ time of transmission of a responsive communication.

8. (Withdrawn) The method as recited in Claim 1, wherein the responsive communication includes two or more textual components corresponding to a response from a customer service agent, and wherein the embedded unresolved customer service feedback link is embedded between the two or more textual components.

9. (Original) The method as recited in Claim 1 further comprising:  
associating the user selection of the embedded unresolved customer service feedback link to a customer service agent providing the textual components of the responsive communication;  
and  
updating customer service agent tracking information to indicate an unresolved customer service inquiry.

10. (Original) The method as recited in Claim 9 further comprising generating a customer service agent metric based on the customer service agent tracking information.

11. (Original) The method as recited in Claim 1, wherein the responsive communication includes an embedded resolved customer service feedback link, the method further comprising:  
obtaining a user selection of the embedded resolved customer service feedback link; and  
generating a redirect to a service provider Web page.

12. (Original) The method as recited in Claim 11, wherein the service provider Web page includes a customized client thank you.

13. (Original) The method as recited in Claim 1, wherein the embedded unresolved customer service feedback link is a customized link.

14. (Withdrawn) The method as recited in Claim 1, wherein the embedded unresolved customer service feedback link is represented as a graphic image.

15. (Original) The method as recited in Claim 1 further comprising storing feedback information corresponding to the selection of the unresolved customer service feedback link.

16. (Original) The method as recited in Claim 15 further comprising aggregating information corresponding to the selection of the unresolved customer service feedback link.

17. (Original) The method as recited in Claim 16 further comprising generating a consumer profile corresponding to the aggregated information corresponding to the selection of the unresolved customer service feedback link.

18-19. (Canceled)

20. (Currently amended) A method for processing customer service inquiries, the method comprising:

under control of instructions that are executed by one or more computing devices:

obtaining a customer service inquiry from a client, the client associated with an electronic mail reply address;

generating a responsive communication corresponding to the customer service inquiry from the client, wherein the responsive communication includes one or more information components corresponding to a response from a customer service agent, a first embedded link corresponding to feedback of an unresolved customer service inquiry and a second embedded link corresponding to feedback of a resolved customer service inquiry, wherein the first

embedded link and the second embedded link are associated with ~~[[an]] expiration date when data that causes~~ the first embedded link and second embedded link ~~[[will]] to expire based on a use limit that limits the number of times the link can be utilized;~~

transmitting the responsive communication to the client at the electronic mail reply address associated with the client;

obtaining a user selection of the first or second embedded link;

processing the feedback associated with the user selection of the first or second embedded link; and

generating a responsive action corresponding to the processing of the feedback associated with the user selection.

21. (Original) The method as recited in Claim 20, wherein obtaining a customer service inquiry includes:

generating a customer service Web page, including one or more fields for completing a customer service inquiry;

obtaining user input to the one or more fields of the customer service Web page; and

generating the customer service inquiry from the user input.

22. (Withdrawn) The method as recited in Claim 20, wherein obtaining a customer service inquiry includes obtaining an electronic mail message corresponding to a customer service inquiry.

23. (Original) The method as recited in Claim 20, wherein the user selection is the first embedded link corresponding to feedback of an unresolved customer service inquiry and wherein generating a responsive action corresponding to the processing includes generating an

escalated customer service query in response to the selection of the embedded unresolved customer service feedback link.

24. (Original) The method as recited in Claim 23, wherein the escalated customer service query includes a Web page including one or more fields for obtaining additional client information.

25. (Withdrawn) The method as recited in Claim 20, wherein the user selection is the second embedded link corresponding to feedback of a resolved customer service inquiry and wherein generating a responsive action corresponding to the processing includes generating a redirect to a service provider Web page.

26. (Withdrawn) The method as recited in Claim 25, wherein the service provider Web page includes a customized client thank you.

27. (Original) The method as recited in Claim 20 further comprising generating an estimate of the completion of a responsive communication and transmitting the estimate to the client.

28. (Withdrawn) The method as recited in Claim 27, wherein generating an estimate of the completion of a responsive communication includes:

determining a size of a customer service inquiry queue;

obtaining an estimated rate of processing customer service inquiries; and

calculating an estimate from by dividing the size of the customer service inquiry queue by the estimated rate of processing customer service inquiries.

29. (Currently amended) The method as recited in Claim 27, wherein at least [[of]] a subset of clients are associated a processing priority, the processing priority guaranteeing a

responsive communication within a threshold time, and wherein generating an estimate of the completion of a responsive communication includes:

determining whether the client is associated with a processing priority; and

if the client is associated with a processing priority, providing the threshold time as the estimate of the completion of a responsive communication.

30. (Original) The method as recited in Claim 20, wherein the responsive communication includes two or more textual components corresponding to a response from a customer service agent, and wherein the first and second embedded links are embedded between the two or more textual components.

31. (Original) The method as recited in Claim 20 further comprising associating the user selection of the first or second embedded links to a customer service agent providing the textual components of the responsive communication and updating customer service agent tracking information to indicate the client selection.

32. (Original) The method as recited in Claim 31 further comprising generating a customer service agent metric based on the customer service agent tracking information.

33. (Original) The method as recited in Claim 20, wherein at least one of the first and second embedded links is a customized link.

34. (Withdrawn) The method as recited in Claim 20, wherein at least one of the first and second embedded links is represented as a graphic image.

35. (Original) The method as recited in Claim 20 further comprising storing feedback information corresponding to the selection of the first or second embedded links.

36. (Original) The method as recited in Claim 35 further comprising aggregating receipt of the information corresponding to the selection of the first or second embedded links.

37. (Original) The method as recited in Claim 36 further comprising generating a consumer profile corresponding to the aggregated information corresponding to the selection of the first or second embedded links.

38-39. (Canceled)

40. (Currently amended) A tangible computer-readable medium having computer-executable components stored thereon for ~~processing~~ causing a computing apparatus to process customer service inquiries, the computer-executable components comprising:

a responsive communication component including one or more information components corresponding to a response to a customer service inquiry from a customer service agent;

an embedded unresolved inquiry component corresponding to an indication of an unresolved response to the customer service inquiry and including a first link to a service provider, wherein the first link to the service provider is associated with ~~[[an]] expiration date indicating when data that causes~~ the first link ~~[[will]] to~~ expire; and

an embedded resolved inquiry component corresponding to an indication of a resolved response to the customer service inquiry and including a second link to the service provider, wherein the second link to the service provider is also associated with ~~[[an]] expiration date indicating when data that causes~~ the ~~first~~ second link ~~[[will]] to~~ expire,

wherein the expiration data associated with the first link and the second link includes a use limit that limits the number of times the respective link can be utilized.

41. (Original) The computer-readable medium as recited in Claim 40, wherein the responsive communication component includes two or more textual components, and wherein



the embedded unresolved inquiry component and the embedded resolved inquiry component are embedded between the two responsive text components.

42. (Original) The computer-readable medium as recited in Claim 40, wherein the first link to the service provider corresponds to a link to an escalated customer service inquiry page.

43. (Withdrawn) The computer-readable medium as recited in Claim 40, wherein the second link to the service provider corresponds to a link to a service provider home page.

44. (Withdrawn) The computer-readable medium as recited in Claim 43, wherein the link to the service provider home page includes a customized client thank you.

45. (Original) The computer-readable medium as recited in Claim 40, wherein the computer-executable components are embodied as components of an electronic mail message from a service provider.

46. (Previously presented) The computer-readable medium as recited in Claim 40, wherein at least one of the embedded unresolved and resolved feedback links is a customized link.

47. (Withdrawn) The computer-readable medium as recited in Claim 40, wherein at least one of the embedded unresolved and resolved feedback links are represented as a graphic image.